

## Abstract

The cosmetic industry in this modern era is growing rapidly, especially among women in beautifying themselves. Because of the current lifestyle that is demanded to look attractive. In this modern era, people's opinions regarding everything can be conveyed easily. As on the Female Daily website, consumers can share reviews about products that have been used. In this research, sentiment analysis of beauty products is carried out using the Convolutional Neural Network (CNN) method. method and Word2Vec classification. This computational study helps recognize and express opinions and evaluations of beauty products. By using the CNN and Word2Vec methods, researchers get an accuracy result of 76.00%, this result shows that the method and classification used and the combination of appropriate parameters can increase the accuracy of this sentiment analysis research.

**Keywords:** Opinion, Sentiment Analysis, Convolutional Neural Network, Word2Vec